

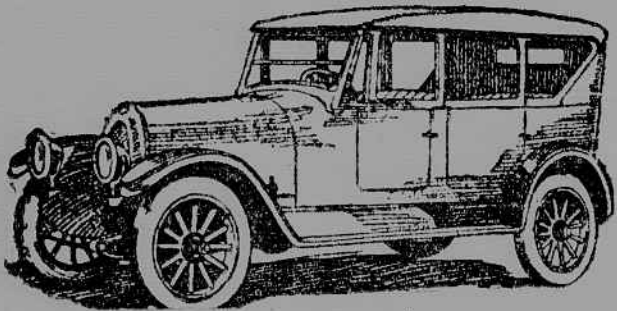
# Like Owning the Car

## 50 to 500 Miles—or More

### The Franklin Standard of Demonstration

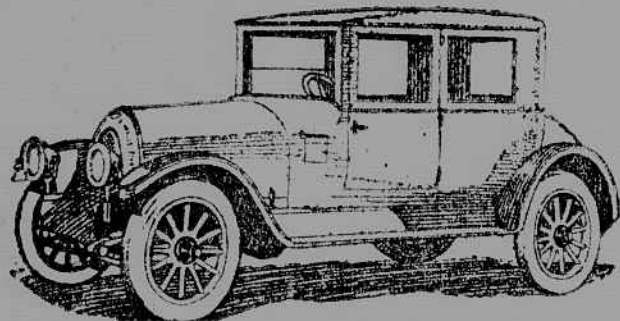
There are two ways to find out about performance. Buy the car and take the risk, or get the complete facts before buying. The latter course seems the more sensible, so we have made it possible. This demonstration shows exactly how the Franklin competes as a road car and on a cost-per-mile basis. Go to any one of our 500 dealers any time. It will pay you to know this car.

#### Three New Franklin Models



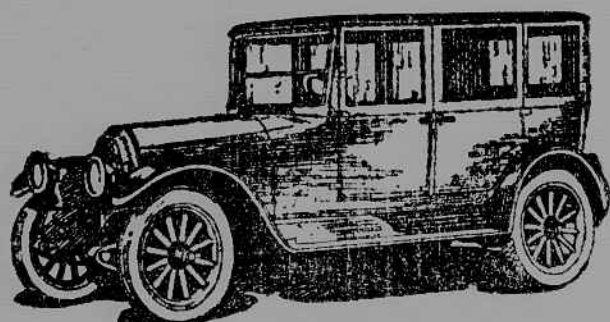
THE DEMI-SEDAN

Two cars in one—a five-passenger type which is already one of the most popular Franklin models. Permanent top; four doors; removable, non-rattle glass panels. The latter permit three different degrees of weather protection, to suit all seasons. Weight, 2550 lbs. \$2850.



THE COUPE

The newest Franklin model, a compact enclosed car representing several new developments of this convenient type so generally popular for personal use. Comfortably placed driver's seat; offset seat with ample room for two passengers; upholstered cab chair for fourth passenger which folds upon the toe-boards when not in use. Weight, 2650 lbs. \$3200.



THE TOURING LIMOUSINE

An exclusive Franklin type for the motorist who employs a chauffeur; so designed, however as not to isolate the owner when he himself wishes to take the wheel. Removable glass panel between front and rear seats gives privacy or permits intimacy, as desired. Limousine comfort with Franklin road-ability. Weight, 2875 lbs. \$3800.

Brougham \$3300 Sedan \$3450  
Demi-Coupe \$2750 Runabout \$2400  
Touring Car \$2450  
(All prices f. o. b. Syracuse)

#### Today's Franklin Again Leads With A Score of Recent Improvements

JUST as Franklin was first with the four-cylinder engine, the six-cylinder engine, valves in the head and many other contributions to automobile progress, so today it again comes to the front with a score of important improvements.

The new case-hardened crankshaft alone is the most valuable advance in years. It triples the life of bearing surfaces—they now last an entire ownership without requiring taking up!

Starting is quicker, surer, easier—in any temperature. New and powerful starter, improved electric vaporizer and closed-circuit ignition system

make this possible. Perfected silent-chain starter drive and patented Long-type aluminum pistons introduce quiet engine operation.

Lengthened rear springs increase Franklin comfort. Automatic lubrication of valves and of steering yoke pins lessens routine care. Propeller shaft is larger. With the new adjustable spring pivot bolts, every important point of wear in the Franklin is now easily adjustable—a big factor in longer life which no other car possesses.

And there are a dozen other improvements, each adding similarly to Franklin worth.

*The most comfortable car to ride in  
The easiest and safest car to handle  
The most economical car to operate  
The car that is freest from trouble  
And can cover most miles in a day*

FRANKLIN AUTOMOBILE COMPANY, SYRACUSE, N. Y.

(H. H. FRANKLIN MANUFACTURING COMPANY, MAKERS OF THE FRANKLIN CAR)

PARTS PRICES REDUCED—Franklin cuts motoring upkeep costs still further. Price reductions on parts range from 10% to 40%. Effective at once.

#### Franklin Dealers in the Metropolitan District:

ALBANY—Long Island Franklin Co.  
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Franklin Motor Car Co. of New York  
Glenn A. Tisdale, President  
1828 Broadway, New York  
1416 Bedford Ave., Brooklyn  
SERVICE STATIONS:  
227 W. 61st St., N. Y. C. 1010 Dean St., B'klyn

ALBANY PARK—Thomas G. Brown  
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# FRANKLIN SIX

These new, and the standard models, can also be seen at the BROOKLYN AUTOMOBILE SHOW, March 4-11, 23rd Regiment Armory, Atlantic and Bedford Aves.